

Agricultural Communication and Leadership

Levels: Grades 11-12

Units of Credit: Year (1.0)

CIP Code: 010802

Prerequisites: None

COURSE DESCRIPTION

This program prepares individuals to apply journalistic, communication and broadcasting principles to the development, production, and transmittal of agricultural information. Includes instruction in basic journalism, broadcasting, film/video, and communication techniques; the production of technically specialized information products for agricultural audiences; and the principles of agricultural sciences and business operations needed to develop and communicate agricultural subject matter in effective ways.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD

010802-01 Students will develop an understanding of the role of FFA in Agricultural Education Programs

OBJECTIVES

- 010802-0101 Students will explain FFA officer duties and responsibilities.
- Students will describe the duties and responsibilities of chapter FFA officers.
 - Students will explain the proper dress and characteristics of a good FFA leader.
- 010802-0102 Students will plan and organize an FFA meeting.
- Students will explain how to plan a meeting and develop the order of business.
 - Students will describe how to set up the meeting room.
 - Students will explain the parliamentary procedure used in an FFA meeting.

STANDARD

010802-02 Students understand the benefits of a Supervised Agricultural Experience (SAE) Program

OBJECTIVES

- 010802-0201 Students will keep and use SAE records.
- Students will explain how SAE records are organized.
 - Students will identify the procedures to making entries in the SAE records.
 - Students will explain how to summarize and analyze the SAE records.
- 010802-0202 Students will make long range plans for expanding SAE Programs.
- Students will identify the factors that should be considered in expanding an SAE program.

- Students will explain how placement and ownership SAE programs may be expanded.

STANDARD

010802-03 Students will understand the development and history of Agricultural Communication.

OBJECTIVES

010802-0301 Students will define communication.

010802-0302 Students will list and describe types of communication.

010802-0303 Students will outline communication models.

010802-0304 Students will identify the role of agricultural communication in society.

010802-0305 Students will outline significant events in agriculture.

010802-0306 Students will prepare a graphic and edit photos for a news story.

STANDARD

010802-04 Students will explore different careers and opportunities in News Writing.

OBJECTIVES

010802-0401 Students will summarize agriculture print media.

010802-0402 Students will identify career opportunities.

010802-0403 Students will outline news writing basics.

010802-0404 Students will identify, label and use proofreader's marks.

010802-0405 Students will identify, label and use punctuation marks.

010802-0406 Students will summarize AP style.

010802-0407 Students will explain how the Stylebook is formatted and should be used.

010802-0408 Students will write a news story.

STANDARD

010802-05 Students will explore different careers and opportunities in Public Relations.

OBJECTIVES

010802-0501 Students will define public relations.

010802-0502 Students will explore the nature of public relations.

010802-0503 Students will describe ethical values in public relations.

- 010802-0504 Students will list tips for public relations.
- 010802-0505 Students will explore careers in public relations.
- 010802-0506 Students will assess press releases.
- 010802-0507 Students will assess newsletters.
- 010802-0508 Students will assess brochures.
- 010802-0509 Students will list additional publications.
- 010802-0510 Students will write a press release.

STANDARD

010802-06 Students will explore different careers and opportunities in Broadcast Journalism.

OBJECTIVES

- 010802-0601 Students will describe the agricultural broadcast media.
- 010802-0602 Students will explore radio broadcasting.
- 010802-0603 Students will identify career opportunities in the agricultural broadcast industry.
- 010802-0604 Students will develop and carry out a broadcast.

STANDARD

010802-07 Students will learn about Online Journalism techniques.

OBJECTIVES

- 010802-0701 Students will determine content for online journalism.
- 010802-0702 Students will list design considerations.
- 010802-0703 Students will explore publishing to the Internet.
- 010802-0704 Students will explore tips for web design development.
- 010802-0705 Students will discuss the safe and ethical use of blogs, Facebook®, MySpace®, YouTube®, etc.

STANDARD

010802-08 Students will acquire knowledge about the National FFA Agricultural Communications Career Development Event (CDE)

OBJECTIVES

010802-0801 Students will describe the purpose of the Agricultural Communications CDE.

010802-0802 Students will explore the format of the Agricultural Communications CDE.

010802-0803 Students will summarize the team activities.

010802-0804 Students will summarize the individual activities.

010802-0805 Students will outline the scoring of the Agricultural Communications CDE.

010802-0806 Students will practice, compete, and evaluate their participation in the Agricultural Communications FFA CDE.

STANDARD

010802-09 Students will appreciate the importance of leaders and leadership.

OBJECTIVES

010802-0901 Students will define leadership.

010802-0902 Students will list and discuss styles of leadership.

010802-0903 Students will discuss assumptions behind human leadership.

010802-0904 Students will summarize skills shared by recognized leaders.

010802-0905 Students will defend the leadership component of an approved agricultural education program—FFA.

STANDARD

010802-10 Students will study and utilize public speaking skills.

OBJECTIVES

010802-1001 Students will list and describe types and formats of speeches.

010802-1002 Students will list and describe the parts of a speech.

010802-1003 Students will outline an effective representation.

010802-1004 Students will recognize “rules of thumb” for an effective presentation.

010802-1005 Students will summarize the FFA public speaking opportunities in FFA.

010802-1006 Students will write and prepare an FFA speech manuscript along APA guidelines.

010802-1007 Students will deliver a speech.

STANDARD

010802-11 Students will learn and utilize parliamentary procedure.

OBJECTIVES

010802-1101 Students will define parliamentary procedure (law).

010802-1102 Students will identify references to utilize in parliamentary procedure.

010802-1103 Students will summarize the purposes of parliamentary procedure.

010802-1104 Students will list principles of parliamentary procedure.

010802-1105 Students will describe the proper use of the gavel.

010802-1106 Students will outline a formal debate.

010802-1107 Students will demonstrate the ability to present motions.

010802-1108 Students will utilize a chart of the precedence and rules of motions.

010802-1109 Students will demonstrate proper parliamentary procedure in a public setting.

STANDARD

010802-12 Students will explore employment skills.

OBJECTIVES

010802-1201 Students will prepare for an interview.

- Cover letters.
- Resumes.

010802-1202 Students will conduct an interview.

010802-1203 Students will follow-up an interview.

010802-1204 Students will discuss and write appropriate personal correspondences.

- Thank you notes
- Emails.